

Message Text

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ACTION CU-04

INFO OCT-01 EA-09 ISO-00 SSO-00 EUR-12 EB-08 SS-15

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FM AMCONSUL MELBOURNE

TO DEPT COMMERCE FIELD OFFICE SAN FRANCISCO IMMEDIATE

DEPT COMMERCE FIELD OFFICE LOS ANGELES IMMEDIATE

AMEMBASSY TOKYO IMMEDIATE

USDOC WASHDC IMMEDIATE

SECSTATE WASHDC IMMEDIATE 4012

INFO AMCONSUL SYDNEY

AMEMBASSY CANBERRA

UNCLAS MELBOURNE 1729

USDOC FOR USTS - TOLSON AND OIM-SILLOWAY; TOKYO FOR USTS-SCHMITZ;

STATE FOR CU-ROBERT O JONES

E O 11652 N A

TAGS BEXP, AS

SUBJ: INCENTIVE TRAVEL: FACILITATIVE ASSISTANCE VICTORIA FOOTBALL

LEAGUE

REF A SCHMITZ-MCKENZIE CONVERSATION, MELBOURNE, O/A 6/1/77 B TOKYO 84

05

NOTAL

1. AUSTRALIAN RULES FOOTBALL, RECENTLY DESCRIBED AS MIXTURE OF AMERICAN FOOTBALL, RUGBY, SOCCER, BASKETBALL - AND BOXING AND WRESTLING -- IS FAST-MOVING, HIGH-SCORING GAME PECULIAR TO SOUTHERN AUSTRALIA. TWO PROFESSIONAL LEAGUES, VICTORIA FOOTBALL ASSOCIATION AND VICTORIA FOOTBALL LEAGUE (VFL) HAVE TOTAL OF 28 TEAMS, EACH WITH ITS THOUSANDS OF ACTIVE SUPPORTERS. IN TYPICAL SEASON, ATTENDANCE AT VFL GAMES ALONE TOPS 3,000,000, NOT FAR BELOW TOTAL POPULATION OF VICTORIA.

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2. IN RECENT WEEKS, AS SCHMITZ LEARNED DURING HIS JUNE VISIT, SEVERAL VFL TEAMS HAVE SHOWN INTEREST IN USING POST-SEASON TRIP TO U.S. AND CANADA AS INCENTIVE TRAVEL TO URGE PLAYERS TO GREATER EFFORTS. FOUR OF VFL'S FIVE TOP-RANKING TEAMS (COLLINGWOOD, HAWTHORN, CARLTON AND RICHMOND) ALL HAVE SIMILAR PLANS, AND THERE IS VERY STRONG LIKELIHOOD THAT ONE

OR MORE SUCCESSFUL TOURS THIS YEAR WILL LEAD TO SUCH INCENTIVE TOURS BECOMING REGULAR POST-SEASON FIXTURES. POST HAS LEARNED THAT VFL PRESIDENT ALAN AYLETT WANTS TO HAVE EACH YEAR'S "PREMIERSHIP" TEAM AND AN ALL-STAR TEAM TOUR US AND CANADA TO DEMONSTRATE GAME.

3. AS OF NOW, THIRD PLACE CARLTON FOOTBALL CLUB HAS DEFINITE PLANS TO VISIT CALIFORNIA, HAWAII AND CANADA IN OCTOBER, TRIP WHICH MAY INVOLVE OVER 200 PERSONS. ADVANCE PARTY CONSISTING OF MR KEITH MCKENZIE, CARLTON'S GENERAL MANAGER, AND MR JOHN MARSH OF NORRIS TRAVEL AGENCY, DANDENONG, VICTORIA, LEFT MELBOURNE TODAY ON PAN AM TO VISIT SAN FRANCISCO AND LOS ANGELES TO PREPARE GROUNDWORK AND SPECIFIC GROUND CONTENT OF OCTOBER VISIT. THEY WISH TO ARRANGE EXHIBITION GAMES OF "AUSSIE RULES" OR "FOOTY" WHILE ON TOUR. GENERAL IDEA WAS TO PUT ON HALF-TIME PERFORMANCE OF LIMITED DURATION DURING SCHEDULED GAMES, OR TO MAKE ARRANGEMENTS FOR FULL-SCALE GAMES ON SEPARATE SCHEDULE. FOR THIS REASON THEY HAVE WRITTEN TO SAN FRANCISCO '49ERS, OAKLAND RAIDERS, L.A. RAMS, AND SEVERAL TOURIST AUTHORITIES, BUT HAVE RECEIVED NO RPT NO RESPONSES.

4. ACTION REQUESTED OF FIELD OFFICES AND USTS WASHINGTON: FACILITATIVE ASSISTANCE FOR MC KENZIE AND MARSH TO MAKE CONTACT WITH ABOVE FOOTBALL TEAMS AND APPROPRIATE WEST COAST TOURISM UNCLASSIFIED

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BODIES. THEY STAYING AT SHERATON PALACE IN SAN FRANCISCO AND SHERATON WEST IN LOS ANGELES.

5. FOR TOKYO: CARLTON HAS SWITCHED FROM JET SET TO PACKAGE TOUR WITH PAN AM. POST NOW PREPARING REQUEST FOR CAB WAIVERS FOR MELBOURNE CHANNEL SEVEN TV PRODUCTION TEAM TO ACCOMPANY CARLTON TO FILM EXHIBITION GAMES, IF ANY, AND TOURISM ASPECTS OF VISIT. HOPEFUL THIS WILL YIELD AUSTRALIAN-MADE TV DOCUMENTARY REPORT WHICH COULD EASILY REACH TV AUDIENCE OF SEVERAL MILLION PEOPLE

. REQUEST YOU IMMEDIATELY NOTIFY YOUR CONTACT IN SAN FRANCISCO BAY REGION TOURIST AUTHORITY AND ASK HIM TO TAKE A HAND IN THIS.

6. FOR TOKYO: 5000 SHELL FOLDERS FOR VFL TOURS (REFTEL B) WERE RECEIVED.

7. FOR USTS WASHINGTON AND TOKYO:

MCKENZIE WROTE TO PRESIDENT CARTER REGARDING HIS HOPES TO DEMONSTRATE "AUSSIE RULES" IN US AND RECEIVED HLEPFUL RESPONSE FROM ROBERT O JONES OF STATE/CU. COPY JONES'S LETTER BEING POUCHED TO YOU. MCKENZIE CARRYING INPUT FORMS SUPPLIED BY

JONES FOR INTERNATIONAL SPORTS AND PHYSICAL
EDUCATION DATA SYSTEM (ISPEDS) AT UNIV CALIFORNIA,
SANTA BARBARA.
BRAND

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